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Bill's Gladiolus Farm

CANANDAIGUA

NEW YORK



GLADIOLUS
BILL'S BULBS BLOOM BEST
GLADIOLUS

Trade Mark

nineteen hundred and twenty-five

HOW TO ORDER BY MAIL

Please use the Order Sheet enclosed with this Catalogue. Write your name and complete address plainly.

ORDER EARLY

Orders are booked in rotation as received. If a variety ordered is sold out we will substitute another variety of equal or higher value or return the amount to you. Please indicate by "yes" or "no" on order sheet in proper space, whether we may make substitution. Our stock of some varieties is limited and the first orders will get them.

TERMS

Remittance must accompany all orders as prices are based on cash with order. All goods will be sent prepaid; no charge for packing.

TRADE DISCOUNTS

Special discounts will be quoted to commercial growers, florists and nurserymen when application is made on printed stationery or business card enclosed.

GUARANTEE

We guarantee all stock to be true to name and to be vigorous flowering size. We cannot guarantee results as the conditions under which they are planted is a matter beyond our control. However, full cultural directions will be included with every shipment.

TIME OF SHIPMENT

We begin to make shipments about March 1st or as soon thereafter as the weather will permit.

DESCRIPTIONS

All descriptions are as accurate as we are able to write them. The description of practically all of "BILL'S ORIGINATIONS" are based on Ridgeway's Standard Color Chart.

BANK REFERENCE

If you should care to do so we invite you to refer to: The Canandaigua National Bank, or Ontario County Trust Co., both of Canandaigua, N. Y.

OFFICERS OF THE COMPANY

President, Wm. H. Purple

Vice-President, Geo. E. Purple

Secretary, E. A. Purple

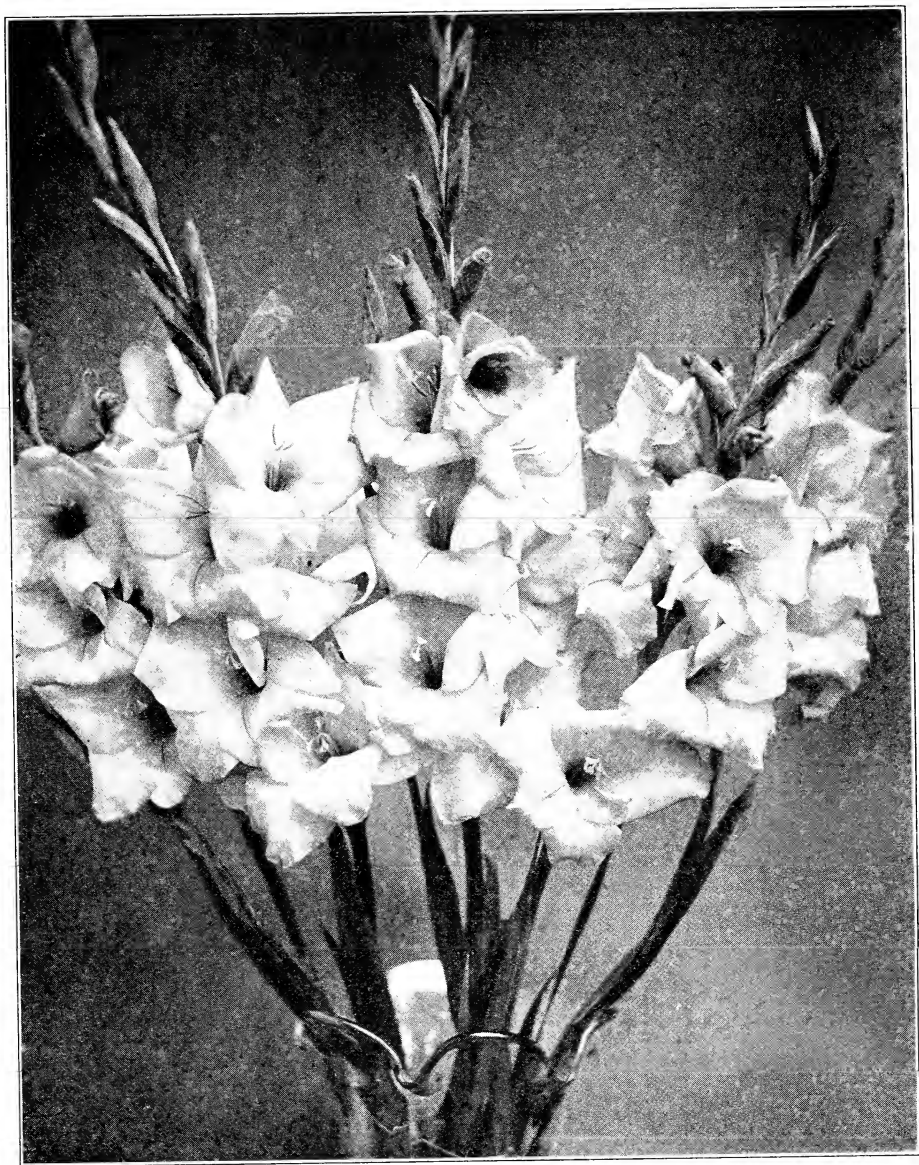
Treasurer, Fred R. Purple

Make all Checks and Money Orders payable to—

BILL'S GLAD FARMS INC.

GLADIOLUS BILL, Mgr.

Canandaigua, New York



BREAK O'DAY

The above cut will give some idea of the size and beauty of this variety. It is really one of the very finest Glads we have ever seen. Massive spikes with several flowers opening at a time. Blooming extra early, its soft LaFrance pink flowers will always be marketable at high prices. The pink is flushed over a cream ground and the shade is deeper at tips of petals. There is a zone of martius yellow on lower petals with delicate central lines of Brazil red. The most striking extra early variety ever produced.

See Page 6 for Prices.

THE MODERN GLAD

Somehow I like the increasing practice of calling them Glads. First, because it avoids the old arguments as to the proper pronunciation of Gladiolus. Then I like it because they are just Glad messengers. In sorrow, in adversity, in health and prosperity they carry their message of sympathy, love and fellowship to our friends. In sunshine and shower they lend their wonderful charm to our gardens. Whether petted and caressed or misused and neglected they still lift their heads to cheer us.

One hot day I cut a stalk that was not particularly good and cast it on the ground. There it lay in the boiling sun all day, a limp wilted flower. Next morning as I passed on the inspection tour, it smiled up at me with two bright open perfect flowers fresh with dew. Who could resist placing it in fresh water?

EXCELS AS CUT FLOWER

The Glad is perhaps the most satisfactory cut flower we have today. If cut when the first bud is unfolding they can be shipped long distances without moisture and when placed in water will last for ten days, or more. We have made parcel post shipments to Florida, arriving the third day, and they lasted a week with proper care. For house decoration, weddings, social functions they are supreme in their season.

SMALL GARDENS AND ESTATES

For the home garden they may be allowed to bloom out to the very tips without cutting, then remove the bloom stalks and the foliage is an attractive green. No dead or yellow plants to be removed from the garden to prevent it from becoming unsightly.

For the large estate where color effects are required by the landscape artist, there is nothing superior. As yet it is not fully realized by many that certain varieties which we are pleased to recommend in a list on page 18 are particularly desirable for landscape work. They have an extended blooming period and are of stocky growth which prevents the necessity of providing supports to hold them erect.

PRIMULINUS HYBRIDS

The old fashioned Glad was a stiff, close set straight spike of flowers without grace. The introduction of the wild Primulinus to produce hybrids has given us a race of graceful, wiry stemmed flowers with many soft, delicate shades. These are becoming more popular each year.

RUFFLED VARIETIES

Just as the Sweet Pea came to have ruffled petals, so the Glads of today in many cases have ruffled or frilled petals, adding much to their charm. We are also able to offer one variety with notched or serrated petals.

NOVELTIES

Many new types as to style of flower and habit of growth are being developed. The real "Glad Fan" wants something new. He (or she) can hardly wait till morning to go out and see what Opalescent or Vanity is going to look like. Then he wants to call in his neighbor Frank to see it. He waits impatiently for Frank to appear and then "Say! Come over here. Something to show you!" Frank climbs over the fence and he cautiously leads him around to where the new beauty is located. With his face beaming with pleasure and satisfaction, he points it out with, "Did you ever see anything like that?" Frank never did but vows he will have one like it or better next year. The Glad Fan goes to his work better prepared to meet his tasks of the day.

At your service,

GLADIOLUS BILL.

CANANDAIGUA—THE CHOSEN SPOT

Long before the white race came first to America, the Seneca Indians sought a location for their village. In all their travels they could find no more suitable location than at the foot of the most western of the Finger Lakes. This was their *Chosen Spot* and with much pomp and ceremony the assembled chiefs christened it "Canandaigua" (The Chosen Spot).

Just two miles south on the east shore of the Lake stands a rugged promontory now known as Bare Hill. This hill was venerated by the Seneca Indians as the place of the birth of their tribe and was known to them as "Genundawah" or Great Hill, from which was derived their tribal name Seneca meaning "Great Hill People."

In searching for a location to grow and produce the finest stock of Glads, the writer traveled throughout Pennsylvania, New Jersey, Ohio, and New York with the result that Canandaigua again became "The Chosen Spot." With our 78 acre farm overlooking the most beautiful of the famed Finger Lakes, with Genundawah as a distant background, we plant our gorgeous fields of Glads on the same ground planted by the Seneca's with their maize. Here in the shadow of Genundawah lies the birthplace of another new race which we are disseminating as "Bill's Originations." As strong and sturdy as the Seneca's themselves—they are winning their battles for supremacy in the "Glad" world.

The name Canandaigua carries to us a significance as our Chosen Spot. To you, it shall be our utmost endeavor, to make it "The Chosen Spot" where you may secure both bulbs and flowers of the highest quality.

Our location is just east of Canandaigua on the Main Highway from Buffalo through Canandaigua to Geneva, Auburn, Syracuse and New York City. Thousands of tourists stop to view our plantings.

The Latch String hangs clear out into the middle of the road, and it will be our pleasure to make your personal acquaintance and show you what is now growing in the old Indian Garden.

Yours most cordially,

GLADIOLUS BILL.



Probably no testimonial could be more beautiful than the tribute below written by Mrs. Frank A. Breck of Portland, Oregon, after having seen BREAK O' DAY in her garden.

BREAK O' DAY

I saw a Gladiolus rare,—'twas named the "Break O' Day,"
And where a bloom is found more fair, it baffles me to say.
It must have robbed earth's richest gems of opalescent gleams,
It must have plucked the noontide hours of all their choicest beams.
And if the radiance of the morn and sunset did their part
To sheen this silken beauty and to glorify its heart,
I know it must have coaxed the dew to lend its crystal prize,
And almost speak the limpid love in little children's eyes.

By MRS. FRANK A. BRECK, Portland, Oregon.

BILL'S ORIGINATIONS

In nature, through the ages, forms of plant and animal life have developed through natural agencies and the survival of the fittest. Today with the knowledge of recent discoveries as to the laws of heredity, man is able to expedite and hasten the production of new forms and types in both the animal and vegetable kingdom.

The successful breeder must first have a definite ideal which he is striving to attain. Then he must be perfectly familiar with the agencies with which he is working in order to be able to select the proper individuals for parents. With a definite ideal and an understanding of the laws of heredity, as applied to the work at hand, he may be reasonably sure of at least approaching his ideal. Unfortunately our garden varieties of Gladioli are so hybrid in character, due to mixed ancestry, that many tests are necessary to discover their hereditary traits, requiring much time and patience.

The practice of gathering seeds at random, excepting in rare cases, cannot compare with our method of parental selection and inbreeding of the offspring to secure marked improvement.

This list includes many innovations, both as to color and style. We have hundreds of others under test to offer in succeeding years.

At the American Gladiolus Society Annual Show in Rochester, N.Y., in 1923, we captured three Silver Cups and many other first prizes with Bill's Originations. We again captured The President's Cup for the finest display and nine other first prizes, at the Annual Show in New York City in 1924. Our exhibits were made up entirely of Bill's Originations. This success in two succeeding years, against stiff competition, places our productions on the highest plane. This makes us feel that we are offering to the buying public some of the very best Glads obtainable.

In addition to our own productions we have included in the list the best and most popular moderate priced varieties now on the market. In nearly every instance we show the name of the originator in parenthesis following the name of the variety. Varieties that are strictly of the primulinus type with soft tones and wiry graceful stems, are indicated by the word (Prim.)

Harry Ferrenberg writes from Ohio: "The Glads that I bought from you last year, sure turned out fine. Opalescent produced five bulbs from three and several hundred bulblets. It sure is some Glad in flower and growth."

"Norwalk has a spike 38" after leaving liberal foliage to mature bulb. Flowers 6" across, splendid color, very straight spike. This is a good one with me."—J. E. CARTER, Guelph, Ont., Canada.

"Chameleon is a very rare color, strong grower, good spike. I consider it one of the best in my garden."—J. E. CARTER, Guelph, Ont., Canada.

"Had some wonderful spikes of JASPER but the finest thing of all was FASTIDIOUS."

—Dr. F. E. BENNETT, St. Thomas, Ont., Canada.

"THE ARISTOCRAT impressed me as one of the daintiest Glads I have ever seen. It's unique and distinctive coloring verifies your good judgment in naming it, for it surely is an Aristocrat among Gladioli."—L. MERTON GAGE, Natick, Mass.

"Bulbs received O.K. They sure are corking looking bulbs and I anticipate great joy this summer, when they bloom."—F. W. BICKERTON, Farmingham, Mass.

"I wish to say your generous treatment has added another customer to your list and it shall be my pleasure to tell my friends where to buy Gladiolus Bulbs." Gratefully.—J. R., Rochester, New York.

"Bulbs received today. They look like live ones!"—MADISON WOODWARD.

"I had great luck with my Glads last year. They were beauties with only one fault. I didn't buy enough of them."—L. POTTER, Canandaigua, N. Y.

"We congratulate you on your wonderful showing at the National Show. Wish we had the money to buy some of all kinds, for they can't be beat."—L. D. SEXTON, Penn Yan, N. Y.

LIST OF VARIETIES

- ACHILLES**—(Bill's Origination) Very large Rosolane pink, flaked with spinel pink. Feather in throat of spinel red. A new color combination in the Primulinus type. **Each 20c; 3 for 50c; Doz. \$2.00**
- ADRIATIC**—(Kunderd) Deep smoky wine blue, with blue and red throat. Extraordinary and beautiful. Try it! **Each 20c; 3 for 50c; Doz. \$2.00**
- AIRY FAIRIES**—(Bill's Origination) Just that! Airy Fairies! There are two of them. A cream one and a pink one. Exceedingly graceful and dainty primulinus hybrids. Especially adapted for landscape plantings. See illustration on page 14. Medium size bulbs \$4.00 per 100. **Cream Each 10c; 3 for 25c; Doz. \$1.00**
. **Pink Each 10c; 3 for 25c; Doz. \$1.00**
- ALBION**—(Kunderd) (Prim) Delicate soft salmon rose pink. Just the thing for table and house decoration; also a wonderful variety for landscape work as it will always stand erect if properly planted. Medium size bulbs for mass planting \$3.00 per 100; \$25. per 1000. **Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$6.00**
- ALICE TIPLADY**—(Kunderd) (Prim) One of the best varieties yet developed in the Primulinus. Soft, orange saffron shade. Extra fine! Medium size bulbs for landscape planting \$5.00 per 100. **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$8.00**
- ALLEN V. BUNCE**—(Bill's Origination) Livid orange yellow with clear central lines of deep claret. Large well expanded winged flowers gracefully placed on wiry stalks. This variety was the sensation of the exhibit at the Rochester Exposition in 1922. Destined to become immensely popular as soon as there is stock available. See illustration on page 7. **Each \$2.00; 3 for \$5.; Doz. \$20.00**
- ALMA MATER**—(Bill's Origination) New 1925. So named because it embodies the colors of the originator's Alma Mater (The Univ. of Tenn.) Beautiful large cream white flowers with strong orange chrome throat. An unusual orange and white combination. Vigorous grower, large flowers and several open at once. **Each 75c; 3 for \$2.; Doz. \$7.50**
- ALTAIR**—(Kunderd) (Prim) Extra tall, finest salmon saffron. An entirely new shade and very beautiful. Early! **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.00**
- AMERICA**—Very light lavender pink. Usually referred to as an orchid shade. The most popular variety in existence. **Each 5c; 3 for 15c; Doz. 50c; per 100, \$2.50**
- ANAMOSA**—(Kunderd) (Prim) Very large, extra tall, finest orange salmon with many blooms open at once. Beautifully marked. **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.00**
- ANGOLA**—(Kunderd) (Prim) A fine tall very early salmon pink. Fine for house decoration. **Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$5.00**
- ARBITRATION**—(Bill's Origination) Salmon pink semi-primulinus with large florets well opened. Extra strong vigorous grower. **Each 35c; 3 for 90c; Doz. \$3.50**
- ARCADIA**—(Kunderd) One of the late blooming hybrids. Planted in May it blooms in Sept. Soft red shade with beautiful throat markings. **Each 15c; 3 for 40c; Doz. \$1.50**
- ARCOLA**—(Kunderd) Does not begin to show buds until late in September. Blooms the first part of October. Bright red shade with yellow markings. **Each 15c; 3 for 40c; Doz. \$1.50**
- ARIEL**—(Bill's Origination) (New 1925) Ariel—"The Fairy Sprite" is one of those airy graceful primulinus hybrids most effectively used for table decorations and fancy baskets. A good strong grower with creamy white flowers. In spite of the rather tall growth it stands up well and makes a thick heavy row of foliage and blooms as shown by the illustration on page 18. We recommend it strongly for landscape plantings and offer medium size bulbs at \$15. per 100. **Each 35c; 3 for 90c; Doz. \$3.50**
- ARISTOTLE**—(Bill's Origination) (Prim) Very tall, straight, vigorous. Light jasper red heavily veined over salmon buff ground. Extra fine! **Each 20c; 3 for 50c; Doz. \$2.00**
- BARON HULOT**—Not very large, but that violet blue color at a moderate price. Order a dozen or more. **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.50**
- BEATRICE**—(Bill's Origination) (Prim) Something entirely new! Appearance and texture reminds one of soft crepe paper. Tall, graceful stalks with well opened slightly hooded and frilled blossoms. BEATRICE is eosine pink laid over cream ground. This color is veined over the cream in such a way that the surface has a crinkled effect. **Each 75c; 3 for \$2.; Doz. \$7.50**
- BETTY BUNCE**—(Bill's Origination) Pale lilac lightly flaked phlox purple. Creamy throat with delicate lines of true purple. Tall and straight with large flowers of excellent substance. Rated 95% by Gersdorff. **Each \$1.50; 3 for \$4.00; Doz. \$15.00**

**ROMULUS**

shades seen in an expensive Cameo. Upper petals LaFrance pink over cream ground with deeper shade on back of petals. The lower petals are Martius yellow shaded off to cream white at tips with delicate but distinct feather of spinel red. Very tall, straight, early, hooded and winged and slightly ruffled. Rated 94% by Gersdorff.

..... Each 40c; 3 for \$1.00; Doz. \$4.00; per 100, \$25.00

CANANDAIGUA RED—(Bill's Origination) Winner of 1st Prize for best new seedling at the A.G.S. Show, 1921, at St. Thomas, Ont. A solid self color of red shade slightly lighter than true carmine. Among the thousands exhibited at St. Thomas, Ont., there were none of this same shade. Strong grower, large massive spikes, wonderful individual flowers. A stunning acquisition to the red class. Rated 97% by Gersdorff. Not over 3 to a customer this year.

..... Each \$8.00; 3 for \$20.00

CAPTAIN JINKS—(Bill's Origination) Geranium pink with pinard yellow throat blotches, and lines of spectrum red on lower petals. Extra strong grower and early bloomer.

..... Each 40c; 3 for \$1.00; Doz. \$4.00

CARMALETA—(Bill's Origination) (Ruffled) Tall and strong with pointed petals. Velvet scarlet shaded to scarlet red at the tips. The ruffled edges have a decided smoky tint. Strong central lines of rich pomegranite purple. Wonderfully striking combination of colors. Large flowers, several open at a time.

..... Each \$1.00; 3 for \$2.50; Doz. \$10.00

CARMINE KID—(Bill's Origination) Medium size flowers of beautiful rich carmine with creamy stippling in the throat. Several flowers open at a time. Very prolific and should be planted in quantities for landscape effect. Medium size bulbs for landscape work \$6.00 per 100.

..... Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$10.00

BETTY JOY—(Bill's Origination) Named for the flower of our household, now three years old. Won honorable mention at Rochester A.G.S. Show, as commercial cut flower variety. Soft creamy white flushed LaFrance Pink. Strong grower, long flower spikes with 6 to 10 perfect flowers opening at a time. Rated 97% as commercial flower by Gersdorff. Each \$2.00; 3 for \$5.00; Doz. \$20.00.

BLACK PANSY—(Kunderd) Beautiful rich dark red with pansy like throat. One of the very dark ones. Each 20c; 3 for 50c; Doz. \$2.00.

BLUE ISLE—(Kunderd) After trying many lilac blues, we kept this one as being the best. It gives just the touch of color you want in your garden in mid-summer. Each 30c; 3 for 80c; Doz. \$3.00; per 100, \$20.00.

BREAK O' DAY—(Bill's Origination) For description and illustration see page 1. Each \$25.00; Cormels \$2.00 each.

BUDDY—(Bill's Origination) (Prim) LaFrance pink, flaked geranium pink. Throat of martius yellow with lines of Pomegranite purple. Tall and early. Each 20c; 3 for 50c; Doz. \$2.00.

CAMEO—(Bill's Origination) One of the finest Primulinus hybrids yet produced. The soft dainty

CHAMELEON—(Bill's Origination) The little chameleon is noted for its changing color. This variety resembles the chameleon in that the color changes at each slight turn in the sunlight. Reminds one also of a delicate changeable silk with soft melting shades of lilac, purple, violet and orange which blend together perfectly. Slightly ruffled petals, good substance and excellent grower. An unusual exhibition variety.....**Each \$1.00; 3 for \$2.50; Doz. \$10.00**

CHICADEE—(Bill's Origination) Very dainty and airy. An extra early variety of merit. Eosine pink with light yellow blotches on lower petals. Slightly hooded and winged with side petals reflexed.....**Each 25c; 3 for 65c; Doz. \$2.50**

CITRONELLA—(Bill's Origination) Nicely ruffled cream flowers with pinard yellow throat and distinct central lines of tyrian rose. Large flowers, and several open at a time. One of those airy graceful varieties so useful for house decoration...**Each 50c; 3 for \$1.25; Doz. \$5.00**

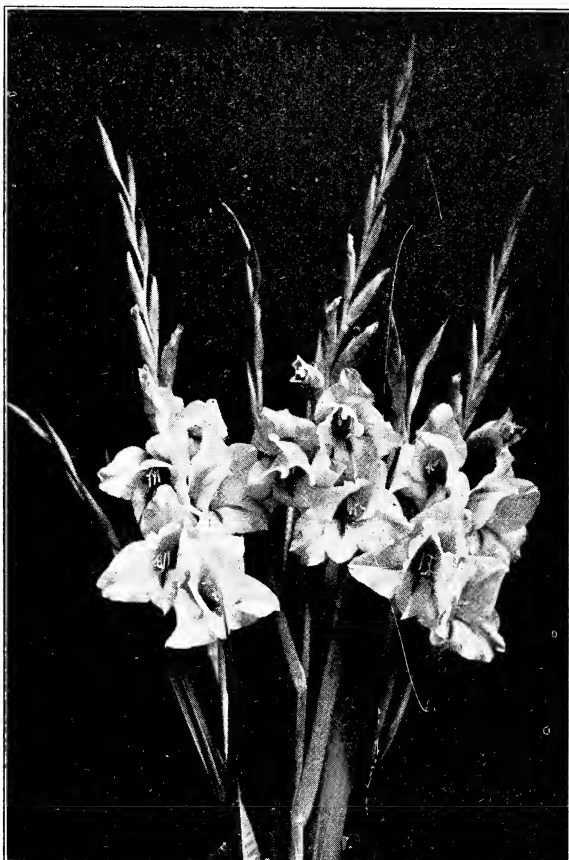
CLEOPATRA—(Bill's Origination) (RUFFLED) Very deep yellow. Large massive spikes. Heavy substance. Ruffled. Created a sensation at Rochester Exposition. Rated 98% as exhibition variety by Gersdorff. See illustration on page 21.....**Each \$2.00; 3 for \$5.00; Doz. \$20.00**

COLLEEN—(Bill's Origination) A fine delicate, light airy type of flower. Light rose shaded to nearly white, deep in the throat. The lower petals have strong central lines of dahlia carmine drawn across a zone of very light yellow. Quite early. Medium size bulbs \$4.00 per 100. **Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$7.50.**

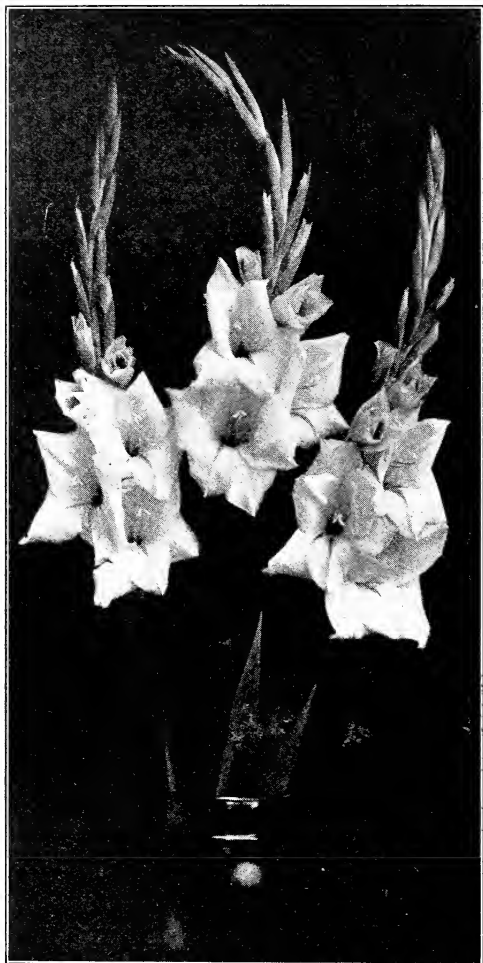
COPPERHEAD—(Bill's Origination) (Prim) Tall, straight, slender stalks of medium size flowers, hooded, winged and frilled. Distinct copper tint, being an entirely new shade. The general color is coral red shaded to Antimony yellow in throat with heavy feather of brownish red. **Each 20c; 3 for 50c; Doz. \$2.00.**

DANTE—(Bill's Origination) (Prim) Entirely new in appearance and texture. The general tone is light mallow purple. This color is laid over a cream ground in thick veins giving the effect of delicate crepe tissue. A moderate size prim, rather tall grower and usually branched. We strongly recommend this as being a very desirable variety for large mass plantings in landscape designs. Medium size bulbs for landscape work \$20.00 per 100. **Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50.**

DARDANELLA—(Bill's Origination) New 1925. This is entirely different from anything else in our list. Flowers are congo pink flaked deep hellebore red at the tips. Strong feather of jasper red on straw yellow throat. Tall and straight with 8 to 10 open flowers placed in double row. Best of the ashen varieties. **Each 50c; 3 for \$1.25; Doz. \$5.00.**



ALLEN V. BUNCE



OPALESCENT

DARWIN—(Bill's Origination) A new shade in the Primulinus hybrids. Tall, straight stalks with good size blooms of pure aster purple. Slight throat markings of pomegranite stippled with cream. Quite early. Rated 91% by Gersdorff. **Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$18.75.**

DELIGHT—(Bill's Origination) (RUFFLED) A large, stocky open ruffled flower with pointed petals. Venetian pink with creamy white throat. Several open flowers at a time make a massive spike. **Each 50c; 3 for \$1.25; Doz. \$5.00.**

DIXIE MAID—(Bill's Origination) Pale Hermosa Pink flaked Begonia Rose. Small picric yellow throat blotch. Very dainty and beautiful. Early!..... **Each 25c; 3 for 65c; Doz. \$2.50**

EARLY LADDIE—(Bill's Origination) New 1925. One of the very early ones. Soft geranium pink shaded to barium yellow in the throat. Central lines of carmine on lower petals. Good size, wide open and Extra Early!..... **Each 50c; 3 for \$1.25; Doz. \$5.00**

EARLY LASSIE—(Bill's Origination) New 1925. Ivory white with faint flush of lilac on upper petals. Lower petals primrose yellow, much smaller and reflexed with central lines. Strong grower often branched and the earliest we have..... **Each 50c; 3 for \$1.25; Doz. \$5.00**

EARLY ONE—(Bill's Origination) (New 1925) One of the very earliest to flower and valuable as an early market variety. Subdued begonia rose, amber yellow throat stippled with aster purple. Flowers wide open with reflexed petals..... **Each 25c; 3 for 65c; Doz. \$2.50**

EILEEN—(Bill's Origination) New 1925. Geranium pink with feather of tyrian pink on straw yellow throat. Extremely soft color combination..... **Each 25c; 3 for 65c; Doz. \$2.50**

ELAINE—(Bill's Origination) See description with LANCELOT on page 11. See illustration on page 12.

ELEGANT BEAUTY—(Kunderd) (Prim) Large ruffled salmon blooms. Excellent for cutting. **Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$15.00**

ELFIN—(Bill's Origination) (Prim) General tone is saffron pink, melting away to Maisie yellow in the throat with delicate feather of nopal red. A dinner table decoration of Elfin at the A.G.S. Show in Rochester constituted one of the most effective displays at the show and caused most favorable comment.... **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$10.00.**

ELSYANNA—(Bill's Origination) Named in honor of the finest girl I know. Any more would be telling. Tall, graceful, strong, the most beautiful lavender pink or orchid shade with delicate cream throat. Many blossoms open at once. The Queen of Glads! Equally majestic either in the house or garden. Exhibition quality. Stock very limited. Only one to a customer..... **Each \$15.00**

EVANGELINE—(Bill's Origination) Large, well expanded flowers of Spinel pink with distinct carmine feather on straw yellow throat. A combination of new shades..... **Each \$1.00; 3 for \$2.50**

EVELYN KIRTLAND—(Austin) Very tall, straight and graceful shell pink shading to rosy pink at the edges. Fine!.....**Each 15c; 3 for 40c; Doz. \$1.50**

FASTIDIOUS—(Bill's Origination) Very large open flowers of delicate shell pink shaded to ivory white in the throat. Very airy and graceful. One of the fine new Glads. Attracted much attention and admiration at the A.G.S. Exhibits in Rochester and N. Y. City. A rather late bloomer. Rated 92% by Gersdorff.....**Each \$1.00; 3 for \$2.50; Doz. \$10.00**

FLORAL TRIBUTE—(Bill's Origination) New 1925. One of the varieties which won the Harry L. Davis Cup at Rochester in 1923. A large cream yellow primulinus. Very strong grower with tall straight spikes. Most attractive in large fancy baskets.....**Each 75c; 3 for \$2.00**

FLORENTINA—(Bill's Origination) Tall and strong with many extra large flowers open at once. Soft pink with maroon silvered throat. Extra fine! Rated 96% by Gersdorff.....**Each 50c; 3 for \$1.25; Doz. \$5.00**

FLORESCENCE—(Bill's Origination) (New 1925) This is one of the varieties we have been developing especially for large landscape plantings. It always stands erect, medium height, producing many flowers. Nearly all flower spikes have 2 or 3 lateral branches and each bulb sends 2 or 3 shoots. Blooming period is from 6 to 8 weeks long. General color is cream lightly flushed with rose pink on petal tips. Throat is shaded to Barium yellow. Supply quite limited, not more than a dozen to a customer this year.....**Each 25c; 3 for 65c; Doz. \$2.50**

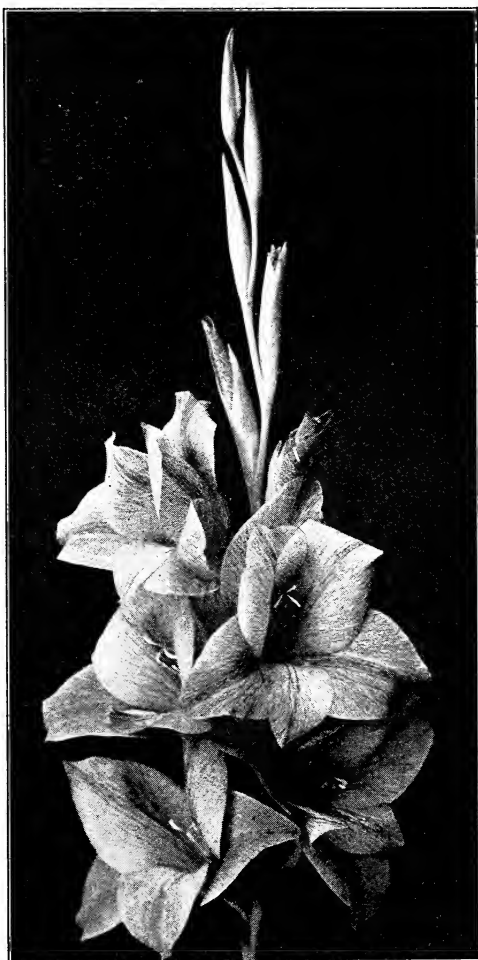
FRECKLES—(Bill's Origination) (Prim) Reminds one of the proverbial freckle faced boy and just as full of pep. The color is practically an orange salmon with the pazeley effect. Large open flowers and a sure bloomer. Always stands erect. Always good regardless of weather conditions. One of the best for large landscape plantings. See illustration on this page. Medium size bulbs \$4.00 per 100. **Each 10c; 3 for 25c; Doz. \$1.; per 100, \$6.00**

FULVA—(Bill's Origination) Large and straight with blooms set close, making a handsome spike. The color is grenadine pink with lemon yellow dashes on lower petals. **Each 20c; 3 for 50c; Doz. \$2.00**

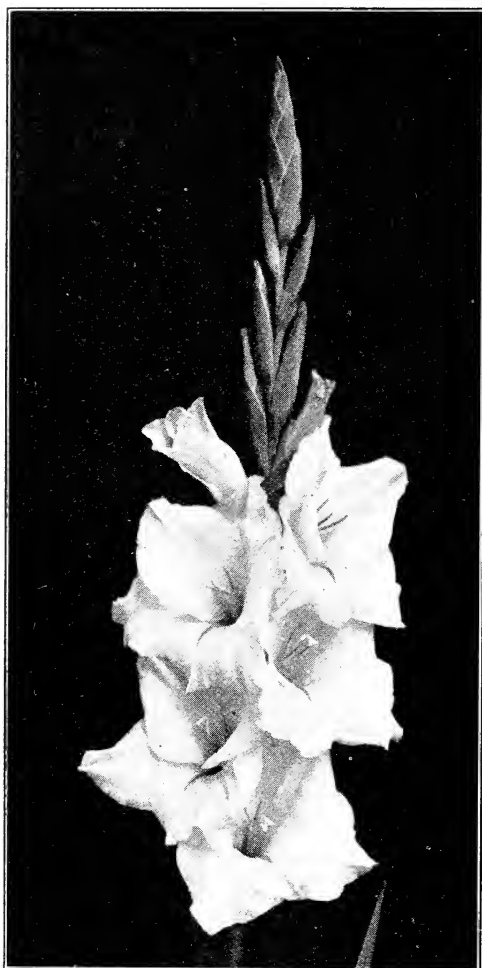
GALAXY—(Bill's Origination) (Ruffled) Large ruffled cream flowers flushed with pale lavender violet. The throat is Naples yellow with distinct feather of Amaranth. Extra strong, ruffled, well open and petals reflexed at the tips.....**Each \$1.00; 3 for \$2.50; Doz. \$10.00**

GEORGIANNA—(Bill's Origination) Extra good late bloomer. Light eosine pink with delicate throat of spinel red. Large flowers of good substance. **Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$18.75**

GLORIA—(Bill's Origination) Extra tall, strong and straight. Rose doree shaded to geranium pink in the throat. A light yellow zone on lower petals. Extra fine for florist trade. **Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$18.75.**



FRECKLES

**VICTOR**

ruffled Napthalene yellow with striking blotch of amaranth purple. Strong grower and usually produces lateral branches. Each 40c; 3 for \$1.00; Doz. \$4.00

GREGOR MENDEL (Bill's Origination) (Prim) A new shade in Gladioli. Almost a pure self color of Rhodamine purple lightly flaked aster purple. A distinct style is given by the petals being nearly always arranged in reverse form instead of the standard arrangement. Each 40c; 3 for \$1.00; Doz. \$4.00

GRETCHEN ZANG—(Austin) Large, sparkling blooms of soft pink. A winner at all Flower Shows. Each 10c; 3 for 25c; Doz. \$1.00, per 100, \$5.00

GYPSY BUTTERFLY—(Bill's Origination) New 1925. Vivid deep spectrum red with large throat blotch and feather. The blotch resembles a beautiful large butterfly in the center of each flower. Well open flowers, long spikes, slight frill and strong grower. Each 50c; 3 for \$1.25; Doz. \$5.00

HERADA—(Austin) A glistening, clear lavender, known as Mauve shade. This has become a favorite. The best of the Austin Originations. No collection complete without it. Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.00

HIS MAJESTY—(Bill's Origination) (Prim) I almost named this "His Satanic Majesty" as that is what the color suggests. Very rich, deep velvet scarlet. . . Each 20c; 3 for 50c; Doz. \$2.00

GLADDIE BOY—(Bill's Origination) This variety was one of the outstanding new productions at the New England Gladiolus Society Exhibition at Boston this past season. The Massachusetts Horticultural Society voted it a *Special Award of Merit*. At the American Gladiolus Society Exhibit in New York City **GLADDIE BOY** was again in evidence winning the class for "Most Beautiful Basket of Glads" as well as the class for "Most Artistic Table Decoration." It is of the semi-primulinus type retaining the delicate characteristic coloring but in form more massive. Flowers are well expanded with only slight hooding effect. Those shown in the photographic reproduction on page 19 were produced from small planting size bulbs, the mature bulbs throwing spikes with 18 to 20 buds and opening 6 to 8 perfect flowers at a time. The color is distinctive, the general effect being a Grenadine pink gradually blending with straw yellow deep in the center. To further enhance its beauty, the petals are most gracefully frilled. Each \$10.00; 3 for \$25.00

GOLD DROP—(Kunderd) (Ruffled Prim) Extra large pure yellow with beautiful red line on lower petals. Ruffled and grand. Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00.

GOLDEN GLORY—(Kunderd) (Ruffled) A deep golden yellow ruffled variety. Strong and tall. Each 25c; 3 for 65c; Doz. \$2.50.

GOLDEN MAID—(Bill's Origination) (New 1925) Beautifully ruffled large Marguerite yellow shaded to primrose yellow in the throat. Usually 4 or 5 wide open flowers with distinct central lines of Amaranth purple on lower petals. Extremely vigorous grower, broad foliage and strong flower spikes. Each \$2.00; 3 for \$5.00

GOLDINA—(Bill's Origination) New 1925.

Grows very tall and straight. Early,

HONEY BOY—(Bill's Origination) (Prim) Neat tall spikes of Naphthalene Yellow flowers. Good size and substance. **Each 15c; 3 for 40c; Doz. \$1.50**

HUMDINGER—(Bill's Origination) Extra large heavy massive blooms of Begonia Rose flaked with scarlet. Beautiful throat marking of scarlet red. Flowers well expanded and 5 to 7 inches across. Heavy petals of great substance. Rated 92% by Gersdorff. **Each \$2.00 3 for \$5.00; Doz. \$20.00**

HYDRA—(Bill's Origination) Tall, straight spikes of pure white with distinct throat blotches of Rhodamine purple. Many flowers open at a time. Excellent for florist trade. **Each 10c; 3 for 25c; Doz. per 100 \$7.50**

IRENE—(Bill's Origination) Large open flowers of begonia rose with beautiful large velvety throat blotch of deep carmine. Striking flower. Rated 91% by Gersdorff. **Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$15.00**

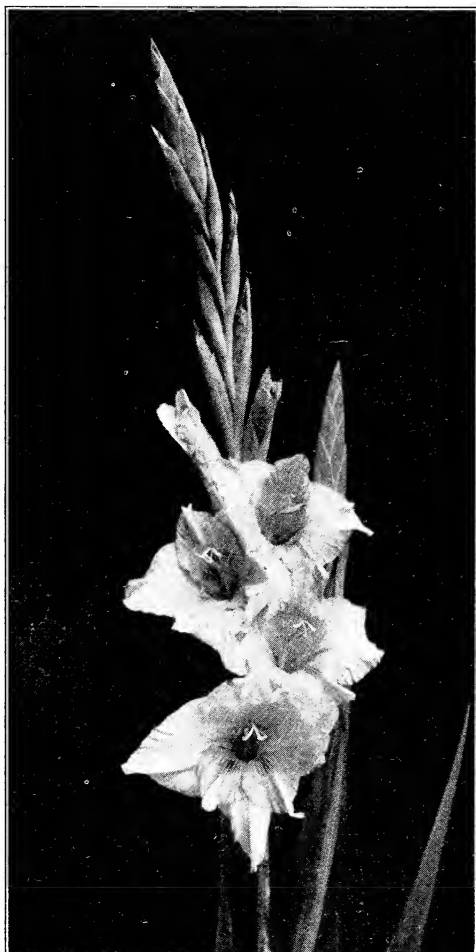
JASPER—(Bill's Origination) A sturdy, strong grower with large well placed open flowers of Jasper red with waved petals. Very heavy distinct feather of velvety Amaranth purple spread over beautiful light zones of clear yellow. Early and prolific. Rated 93% Exhibition by Gersdorff. **Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50.**

KOKOMO—(Bill's Origination) Rich velvety shade of pomegranite purple with large striking throat blotch of light yellow. Dainty carmine lines across the yellow blotch on lower petals. Entirely different shade than anything else in our collection. Nearly every bulb sends two or three bloom stalks. First shoots bloom rather early and other shoots keep coming on at intervals. A row of these gave us flowers for two months. A wonderful variety for landscape decoration. Medium size bulbs for landscape plantings \$8.00 per 100. **Each 20c; 3 for 50; Doz. \$2.00; per 100, \$12.00.**

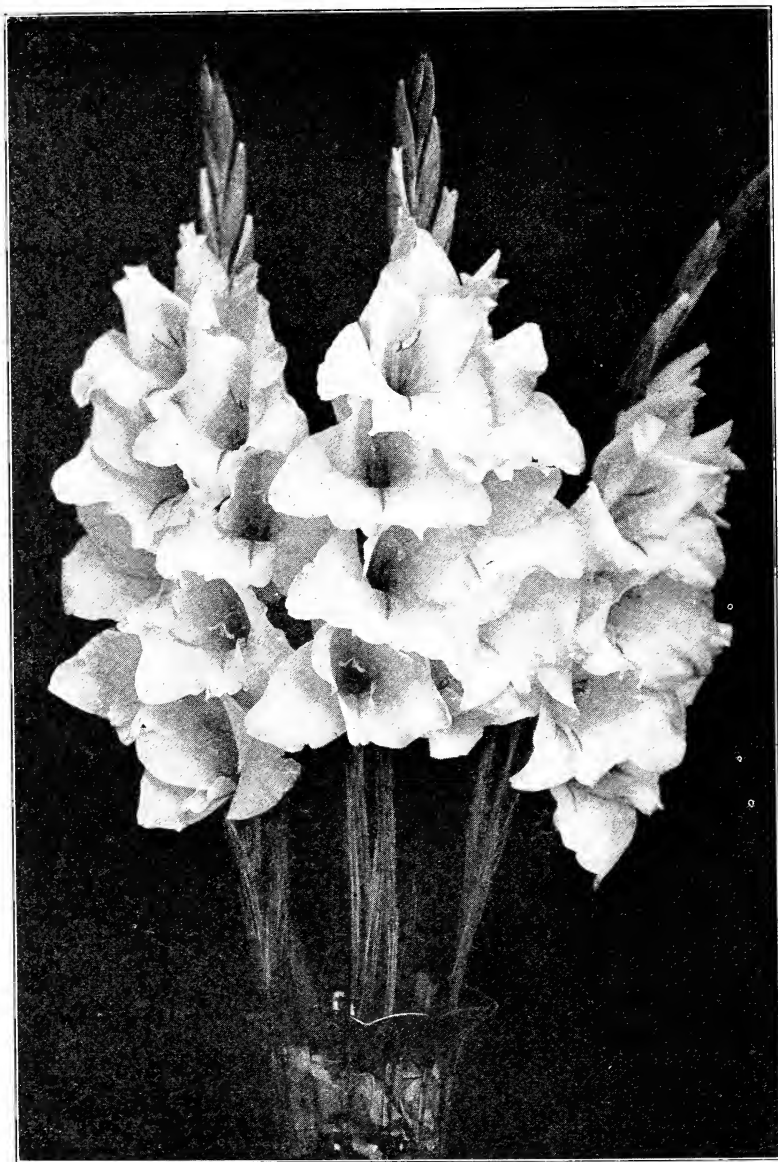
LA COURONNE—Another French introduction with large creamy yellow flowers and rich garnet throat blotches. Opens 6 to 8 flowers at once. **Each 25c; 3 for 65c; Doz. \$2.50**

LANCELOT and ELAINE—(Bill's Origination) In Tennyson's "Idylls of the King" two characters are portrayed. LANCELOT, the lordly knight and ELAINE, the lily maid of Astalot. LANCELOT, a tall robust livid pink, stands forth to dispute all claims to garden chivalry; wonderfully strong and beautiful. ELAINE, the Fair and Lovable, a beautiful lily white with faint lilac veins at the throat. Both produce wonderfully strong full spikes of blooms and make a superb combination. ELAINE was awarded First Class Certificate by the American Gladiolus Society in 1924. LANCELOT and ELAINE—**Each \$2.00; 3 for \$5.00; Doz. \$20.00. One of Each \$3.50; 3 of each \$9.00.**

LA ROSE—(Bill's Origination) (New 1925) A pure self color of Deep Tyrian Rose with extremely velvety surface. Heavy petals, good foliage, excellent form, wide open flowers. A new variety that is sure to please the most exacting fancier. **Each \$2.00, 3 for \$5.00**



STARLIGHT



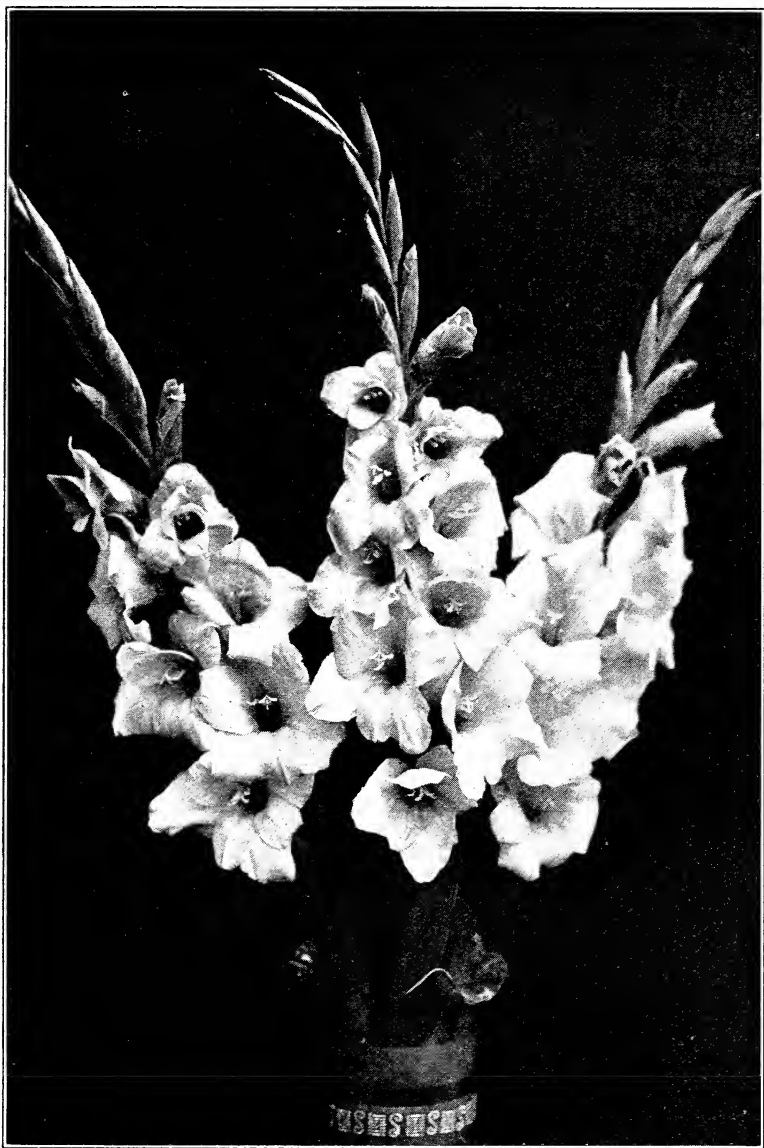
ELAINE

LEMON KING—(Bill's Origination) (Prim) Pure lemon yellow. Very tall with many blooms open at a time. Local florists took all blooms last season. Excellent for cutting. Rated 91% commercial by Gersdorff. Each 25c; 3 for 65c; Doz. \$2.50; per 100, \$15.00

LITTLE BILL—(Bill's Origination) "Little, but Oh! My!" Just the daintiest little prim you ever saw. Perfect open type, slender stem with soft creamy florets. Wonderful for use in a rose bud vase. Each 15c; 3 for 40c; Doz. \$1.50

LOVELINESS—Massive spikes of creamy flowers Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$7.00

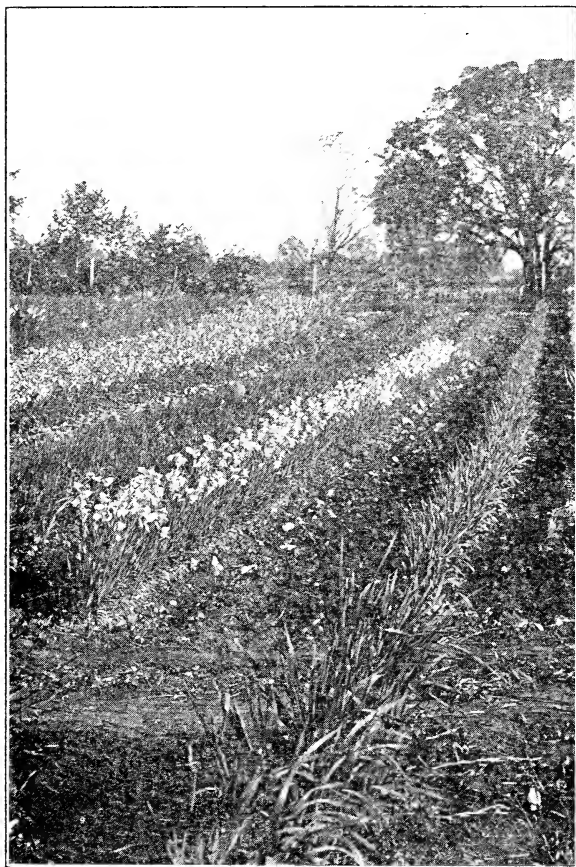
LOVERA—(Bill's Origination) Beautiful soft shrimp pink with Picric yellow throat. Dainty carmine lines on lower petals. Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00



PICCADILLY

LUCETTE—(Bill's Origination) As seen growing in the fields it appears to be absolutely pure white but the back of petals carry a trace of phlox pink which imparts an alluring orchid sheen to the flowers. The lower petals also have a dainty subdued feather of wonderfully soft phlox pink. As a commercial white it is ideal in color and form. See illustration on page 15. Also well adapted for mass planting in landscape work. Medium size bulbs for landscape \$8.00 per 100.....Each 20c; 3 for 50c; Doz. \$2.50, per 100, \$12.00

MARCELLA—(Bill's Origination) (New 1925) Soft rose pink with creamy throat and maroon penciling. Large flowers well placed and several open. Received favorable comment at the Boston Show 1924.....Each 50c; 3 for \$1.25; Doz. \$5.00



CREAM AIRY FAIRY

- MODEST MAID**—(Bill's Origination) Semi-Primulinus hybrid with frilled edges. Straight and strong. Soft jasper pink shading to Naples yellow in the throat with feather of Indian Lake
..... **Each 30c; 3 for 80c; Doz. \$3.00; per 100, \$20.00**
- MONA LISA**—(Kunderd) (Ruffled) Magnificent pale soft rose pink. Many open at a time.
..... **Each 40c; 3 for \$1.00; Doz. \$4.00**
- MONONA**—(Bill's Origination) (Prim) Extra fine large and strong. Pale flesh color shaded to pale yellow in the throat. Very pleasing soft colors.
..... **Each 25c; 3 for 65; Doz. \$2.50; per 100, \$18.75**
- MRS. FRANCIS KING**—A large open brilliant flame pink.
..... **Each 5c; 3 for 15c; Doz. 50c; per 100, \$3.00**
- MRS. WATT**—Brilliant wine red, with many flowers open at a time. Exceedingly attractive.
..... **Each 10c; 3 for 25c; Doz. \$1.00**
- MYRON**—(Bill's Origination) Named after a young Ohio farmer who is a regular "go-getter." He always admired our red ones. This is a rich velvet spectrum red, shaded to begonia rose at tips of petals. Large open blooms. Well placed on strong stalks.
..... **Each \$1.00; 3 for \$2.50; Doz. \$10.00**
- NACOOMEE**—(Bill's Origination) The name given this variety is an Indian name meaning "Handful of flowers." One spike is surely a handful or even a whole bouquet. The general tone is a lavender pink, with various shades and tints.
..... **Each \$1.00; 3 for \$2.50**

MARY PICKFORD—(Kunderd) Wonderful creamy white with handsome heavy spikes showing many flowers open at once. Admired by everyone and has received special awards of merit. Medium size bulbs for mass plantings \$5.00 per 100. **Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$10.00.**

MATTHEW CRAWFORD—(Kunderd) Creamy pink, very massive and showy. **Each 50c; 3 for \$1.25; Doz. \$5.00.**

MELODY—(Bill's Origination) (Prim) Barium yellow with garnet line and carmine feather on lower petals. Strong, straight, hooded and winged. **Each 25c; 3 for 65c; Doz. \$2.50.**

MILADY—(Bill's Origination) (Ruffled) Extra tall, strong, ruffled variety of creamy white. Naples yellow throat with heavy Amaranth purple feather. Very strong, prolific grower and usually branched. Rated 98% as a commercial variety by Gersdorff. **Each 50c; 3 for \$1.25; Doz. \$5.00, per 100, \$37.50.**

MINUET—(Bill's Origination) (New 1925) (Prim) Pure Naphthalene yellow with feather of jasper red. Dainty flowers of medium size hooded and winged. Rather short growth making it extremely valuable for landscape plantings. Medium size bulbs \$6.00 per 100. **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$11.25.**

1910 ROSE—(Kunderd) Pure rose shade with white central line on lower petals. An extra fine variety for florists. Very popular on the Chicago and other western markets. Medium size bulbs for landscape plantings \$4.00 per 100. **Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$6.00**

NOBILIS—(Bill's Origination) One of those rich velvet deep reds. It does not fade in wet weather, as most others of this type do. Ridgeways Color Chart calls it Amaranth purple. Many massive frilled flowers open at a time. **Each \$1.00; 3 for \$2.50; Doz. \$10.00**

NOKOMIS—(Bill's Origination) (Ruffled) Colors are suggestive of the American Indian race. Hence the name Nokomis. Flame scarlet flaked mahogany at tips. Lemon yellow medial lines. Strong, large ruffled flowers and an entirely new combination. Rated 92% by Gersdorff. **Each 50c; 3 for \$1.25; Doz. \$5.00**

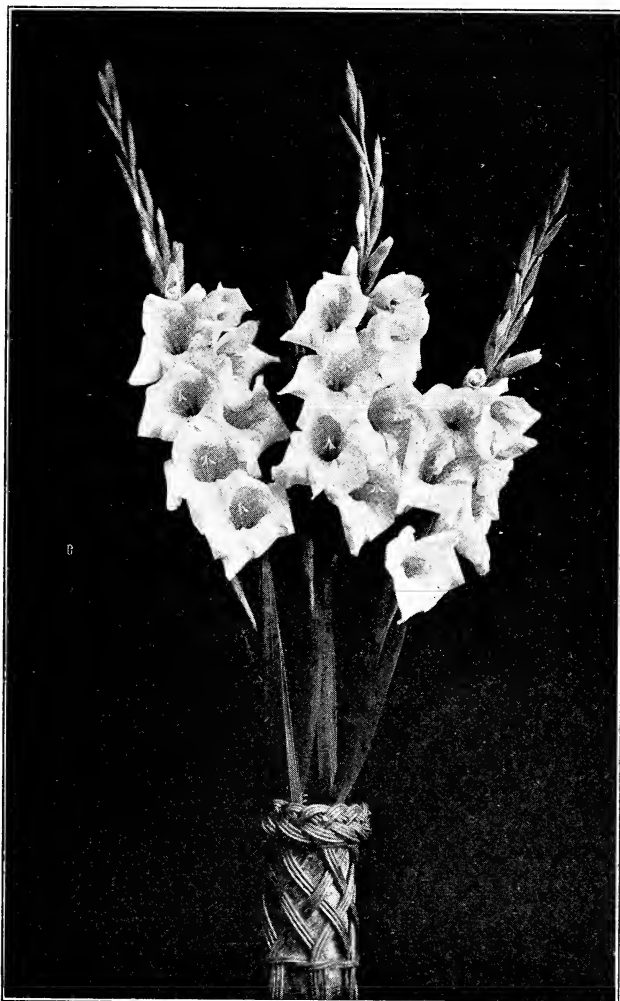
NORWALK—(Bill's Origination) Named after the charming little City of Norwalk, Ohio, where it first came into bloom. Large open flowers well placed on a strong straight stem. Deep scarlet with large yellow throat. Petals are pointed, slightly waved and a faint tinge of blue on the borders. Extremely vigorous with many large flowers open at a time. Rated 97% as commercial variety by Gersdorff. **Each 50c; 3 for \$1.25; Doz. \$5.00**

OLYMPIAD—(Bill's Origination) (New 1925) The most vivid orange scarlet yet produced. The flowers appear to be literally on fire. Very large blooms sometimes measuring 5" across. Irregular arrangement of petals give it a distinctiveness all its own. **Each \$1.00; 3 for \$2.50; Doz. \$10.00.**

OPALESCENT—(Bill's Origination) Wonderful spikes of very large pale rose lavender. A pure self color with soft lilac throat lines. A vigorous grower with excellent foliage and strong, straight bloom stalks. Flowers well placed with broad petals of good substance. As sparkling and pure as the water of the Adirondack Mountain stream for which it was named. See illustration on page 8. Rated 97% as commercial flower by Gersdorff. OPALESCENT received Special Award of Merit by American Gladiolus Society in 1924. **Each \$1.00; 3 for \$2.50; Doz. \$10.00.**

ORIFLAME—(Bill's Origination) (New 1925) Large brilliant orange pink. One of the flame varieties. Large flowers and several open at a time. **Each 40c; 3 for \$1.00; Doz. \$4.00.**

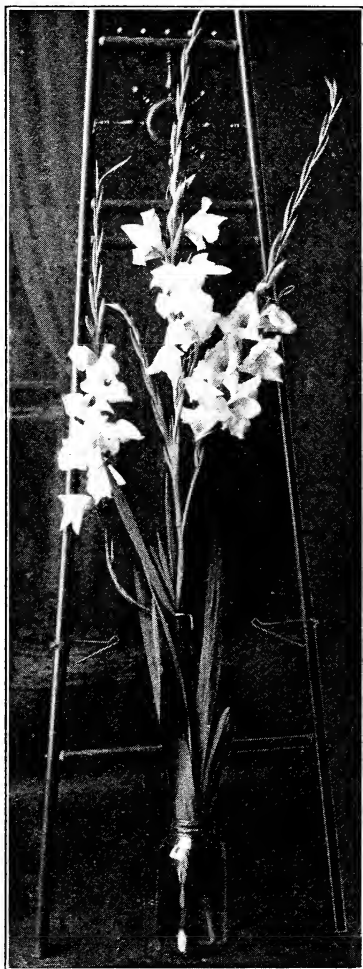
OBERLIN—(Bill's Origination) (New 1925) Very large geranium pink with throat stippled pomegranite purple. Large cream zone. Petals extra heavy and substantial. **Each 50c; 3 for \$1.25; Doz. \$5.00**



LUCETTE



In the Garden Six Feet Tall



After Cutting Four to Five Feet

VANITY

(Bill's Origination)

Delicate LaFrance Pink flushed over cream ground. Very large flowers of airy graceful type with slightly reflexed petals.
Unsurpassed for large baskets.

Prize Winner

Won first prize at A. G. S. Show in N. Y. City for handsomest floor basket.

Money Maker

The sensation of the New York Wholesale cut flower market.
Awarded First Class Certificate by The American Gladiolus Society in 1924.
Strong vigorous grower. Large perfect bulbs and produces many large bulblets which germinate readily. Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50.

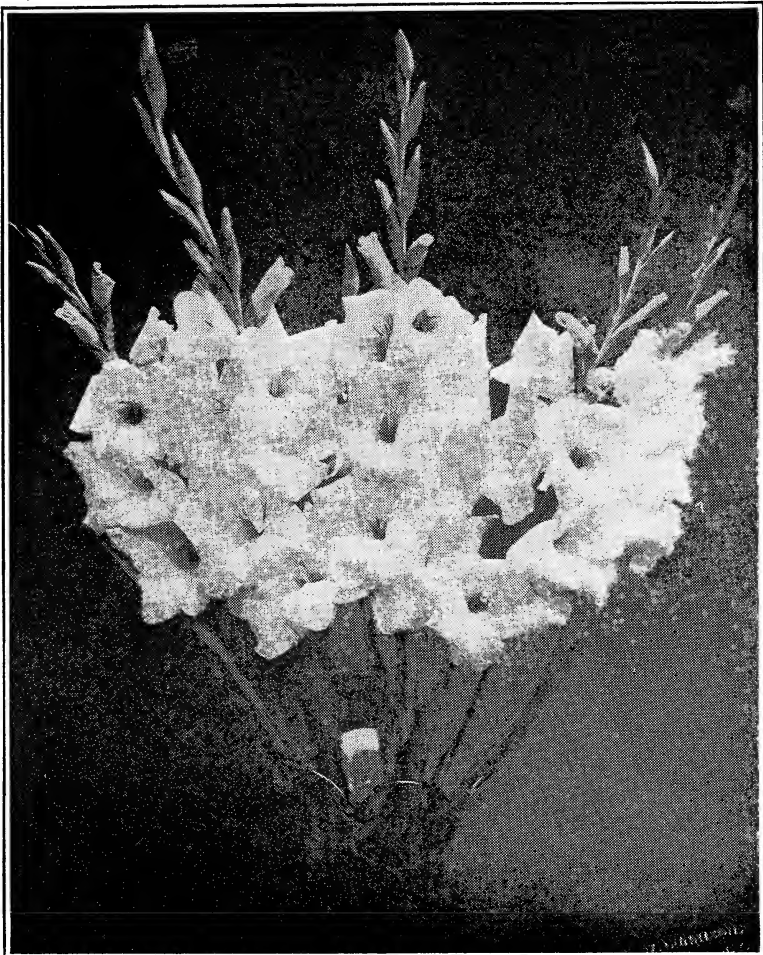
PANAMA. Large, strong rose pink; very popular. Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$4.00

PARADER—(Bill's Origination) Very soft begonia rose flaked scarlet red. Heavy scarlet throat blotch bordered with zone of Pinard yellow. Strong, straight spikes with several flowers open at a time. We have excellent reports from those who purchased it last season. Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50

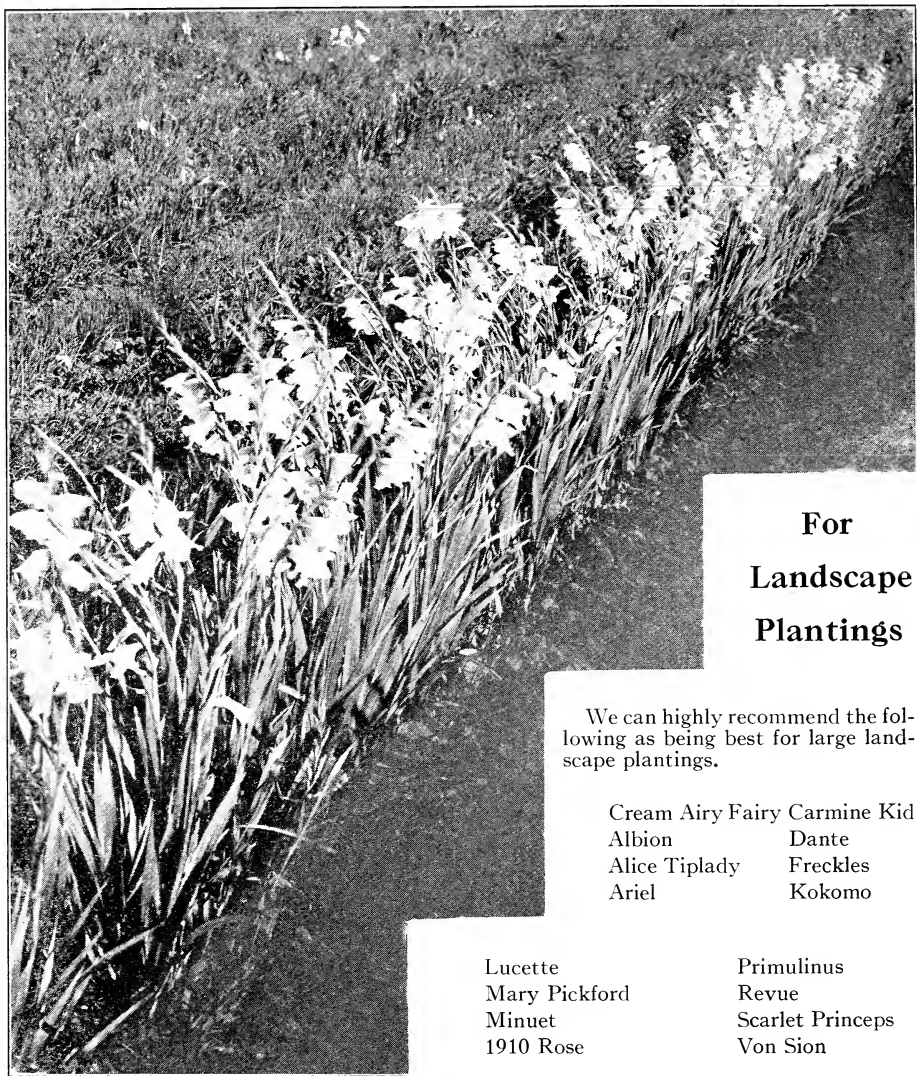
PATRICIA—(Bill's Origination) New 1925. LaFrance pink shaded to hermosa pink at tips. Strong tyrian rose feather on creamy throat. Tall with 18 buds and 6 open at once. Fine for florist. Each 75c; 3 for \$2.00; Doz. \$7.50

PEACE—(Groff) Very tall, strong, late white with feather of lilac. Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$4.00

PEACHBLOW—(Cowee) A very delicate soft pink of medium size with many florets opening at a time. Wonderful for table and house decoration. Grow it in quantity for house bouquets. Medium size bulbs \$2.00 per 100. Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$4.00



SONNENBERG



For Landscape Plantings

We can highly recommend the following as being best for large landscape plantings.

Cream	Airy	Fairy	Carmine	Kid
Albion			Dante	
Alice	Tiplady		Freckles	
Ariel			Kokomo	

Lucette
Mary Pickford
Minuet
1910 Rose

Primulinus
Revue
Scarlet Princeps
Von Sion

ARIEL

PEACH RIBBON—(Bill's Origination) (New 1925) A very fine commercial variety of LaFrance pink deepening in color at the edges. A neat feather of Matthew's purple on lower petals. Tall, straight and strong with 8 to 10 open at a time. Florets arranged in close double rows. **Each 50c; 3 for \$1.25; Doz. \$5.00**

PICCADILLY—(Bill's Origination) Pure cream yellow with amber yellow throat. Wonderful strong spikes with many large flowers open at a time. This is one of the finest we have to offer. Rated 98% commercial by Gersdorff. See illustration on page 13. **Each \$1.00; 3 for \$2.50; Doz. \$10.00.**

PINEHURST—(Bill's Origination) New 1925. Sulphur yellow with pale greenish yellow throat. Very tall strong grower with 18 to 20 buds on a stalk. Usually opens 6 to 8 flowers at a time. Good sized blooms well placed facing regularly. **Each 50c; 3 for \$1.25; Doz. \$5.00**

PINK PRIDE—(Bill's Origination) (New 1925) This produces a very large loose flower head with 6 to 8 massive flowers open at once. Good vigorous grower, Rosolane pink, flushed and flaked with Tyrian pink. An Extra Fine New Glad!.....**Each \$1.50; 3 for \$4.00**

PIPPIN—(Bill's Origination) Soft plush eosine pink flowers of large size on tall straight stems. Neat feather and stippling of Eugenia red on cream throat. Very strong grower and a wonderful flower. One of the best and very prolific.....**Each 50c; 3 for \$1.25; Doz. \$5.00**

PIRATE GOLD—(Bill's Origination) (New 1925) A yellow semi-primulinus very strongly ruffled. Good large flowers, quite close together and 5 opening at once. "Pirate Gold" is "Good to Hold.".....**Each 75c; 3 for \$2.00; Doz. \$7.50**



GLADDIE BOY

- POPULARITY**—(Bill's Origination) (New 1925) Very strong vigorous grower of flame pink heavily flaked and striped bright red. The two inferior petals rich velvet red with light central dashes. Large size, several open at once and popular with our visitors. **Each 75c; 3 for \$2.00; Doz. \$7.50**
- PRIDE OF LANCASTER**—(Kunderd) (Ruffled) Brilliant orange salmon with deeper orange throat. Good size flowers with several open at once. **Each 25c; 3 for 65c; Doz. \$2.50**
- PRIM PICOTEE**—(Bill's Origination) A very unusual primulinus hybrid with picotee edge of yellow bordering all petals. Center of petals are brilliant red. A distinct novelty. **Each 25c; 3 for 65c; Doz. \$2.50**
- PRIMULINUS SPECIES**—(Prim) Native of South Africa. Small flowers of rich deep pure yellow. Very useful in landscape plantings. Medium size bulbs \$4.00 per 100. **Each 10c; 3 for 25c; Doz. \$1.00**
- PRIMUNELLA**—(Kunderd) (Prim) Large ruffled beautiful orchid like flower of light salmon rose. One of the finest of this type. **Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00**
- PRIORITY**—(Bill's Origination) Tall, straight and strong. Large open flowers. Color is Venetian pink, shaded darker toward the tips. Faint central lines and feather of deep rose pink. Wonderful large, airy, delicate variety of almost self color. Rated 98% by Gersdorff both as an exhibition and commercial flower. A Sure Winner. **Each \$1.00; 3 for \$2.50; Doz. \$10.00**
- PROMETHEUS**—(Bill's Origination) New 1925. As Prometheus brought fire for the Greeks, so this new Glad brings fire to your Garden. Most brilliant scarlet laid over peach red. Heavy feather of carmine in bold relief against a white zone. Very strong growth with 20 or more buds and 6 to 8 large flowers open at once. **Each 50c; 3 for \$1.25; Doz. \$5.00**
- PROPHET**—(Bill's Origination) Large graceful open blooms of pure geranium pink with feather and strong lines of nopal red in throat. Vigorous grower. **Each 50c; 3 for \$1.25; Doz. \$5.00; per 100 \$37.50**
- PURITY PRIM**—(Bill's Origination) A tall, straight willowy spike of pure wax white flowers with a slight yellow tinge deep in the center. Several dainty, delicate flowers open at a time. Fine for cutting with long stems. **Each 25c; 3 for 65c; Doz. \$2.50**
- PURPLE GLORY**—(Kunderd) (Ruffled) Largest of the ruffled varieties. Massive heavy spikes of deep velvety maroon red with almost black throat blotches. **Each 50c; 3 for \$1.25; Doz. \$5.00**
- QUAKER MAID**—(Bill's Origination) Soft lavender pink with delicate feathery throat markings. Tall and strong with many flowers open at a time. Fine for the florist cut flower trade. Late flowering. **Each 50c; 3 for \$1.25; Doz. \$5.00**
- QUARTINIANUS**—Latest of all. Will stand some frost. Blooms from middle of October until freezing weather sets in. **Each 10c; 3 for 25c; Doz. \$1.00**
- RED JACKET**—(Bill's Origination) Large flaming scarlet flowers, borne on tall straight stalks. An excellent keeper with slightly ruffled petals. Named after the celebrated Chief of the Seneca Indians who founded the village of Canandaigua where this warrior flower was produced. **Each \$1.50; 3 for \$4.00; Doz. \$15.00**
- REVUE**—(Bill's Origination) Awarded First Prize by the Canadian Gladiolus Society at the annual exhibition 1924, for the best individual spike of a primulinus hybrid. Almost too large to be classed generally with primulinus hybrids, well expanded blooms with only slight hood but retaining all the airy gracefulness of the type. Very tall and straight with petals reflexed and slightly frilled. Added to this beauty in form the delicate coloring makes it a most desirable acquisition. The center of the flowers is pure martius yellow, daintily flushed with eosine pink on the tips of petals. Quite early. Medium size bulbs recommended for large landscape plantings are \$20.00 per 100. **Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50**
- ROBINHOOD**—(Bill's Origination) Immense massive blooms of La France Pink, tipped and flaked with scarlet. Strong feather of Amaranth purple in the throat. Extra strong and vigorous grower. Slightly frilled petals. Rated 94% by Gersdorff. **Each \$2.00; 3 for \$5.00; Doz. \$20.00**
- ROBUSTO**—(Bill's Origination) Soft peach red flaked with scarlet and velvet scarlet lines in the throat. Have measured spikes 28 inches from the first flower to tip of buds with 24 buds on the main stalk and others on the side branches. Rated 93% by Gersdorff. **Each \$1.50; 3 for \$4.00; Doz. \$15.00**
- ROMANTIC**—(Bill's Origination) New 1925. One of the extra good smoky ones. Strong grower 16 to 18 buds and 6 flowers open at once. Center is coral pink shading outward through old rose to daphne red at the tips. Light yellow medial lines and feather of Acajou red on lower petals. **Each 35c; 3 for 90c; Doz. \$3.50**

On order for	\$1.50	will include one bulb	FRECKLES
On order for	2.00	will include one bulb	LUCETTE
On order for	3.50	will include one bulb	TROJANA
On order for	5.00	will include one bulb	MILADY
On order for	10.00	will include one bulb	OPALESCENT
On order for	20.00	will include one bulb	ELAINE
On order for	50.00	will include one bulb	CANANDAIGUA RED
On order for	100.00	will include one bulb	BREAK O'DAY



RECEIVED

ON 27th MAY 1940

THE

[The following text is extremely faint and largely illegible. It appears to be a series of lines of text, possibly a list or a report, spanning the majority of the page below the header.]

IF YOU ARE A MEMBER PLEASE HAND THIS TO SOME FRIEND

Special Offer

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**This combined, unusual
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BECOME A MEMBER OF THE AMERICAN GLADIOLUS SOCIETY

The Gladiolus, The King of Flowers

Do you grow Gladiolus in your garden? Can you grow the sturdy, beautiful spikes such as you see in your Florist's windows? Do you know what it means to you to save and grow your cormels? Did you ever realize the vast amount of pleasure there is in growing this flower from seed? If you have not realized all these pleasures, is it because of lack of knowledge? There is no secret to them. If you belong to the American Gladiolus Society you will receive its official Magazine which explains all these things and teaches you how to grow them as good as the professional. The Magazine will also teach you the best varieties and the proper colors to grow for different effects and purposes.

Why have nearly three thousand amateurs joined the Society in the past five years? It is "in search of knowledge" and the best place to find it is in the columns of the A. G. S. Official Bulletin which is sent free to members.

The Garden Magazine & Home Builder is published in a 20-acre garden,—a vast experimental station. Here every new plant, new spray and insecticide and new cultural method is tested. The results come to you each month in this reliable, fully illustrated periodical. It helps with every phase of garden work in every kind of a garden.

Beginning with its September issue, this magazine was enlarged, its policy broadened, its name changed to Garden Magazine & Home Builder,—to help with the house as well as with the garden. With more garden material than ever, this is the best garden and home magazine published.

SPECIAL OFFER :

Garden Magazine & Home Builder	}	\$4.00
<i>and</i>		
Membership in the A. G. S.		

ROMANCE—(Kunderd) Hard to describe. Large, orange, salmon rose, red and yellow throat. Wine blue bordered petals. **Each 30c; 3 for 80c; Doz. \$3.00; per 100, \$15.00**

ROMULUS—(Bill's Origination) Very large jasper pink shaded to jasper red and flaked with spectrum red. A fine soft combination. See illustration on page 6. **Each 50c; 3 for \$1.25; Doz. \$5.00**

ROSALIA—(Kunderd) (Prim) Magnificent yellow blushed orange. Lower petals golden yellow. Another of the good ones. **Each 15c; 3 for 40c; Doz. \$1.50.**

RUBELLA—(Bill's Origination) A deep velvet Amaranth purple. Wonderful rich shade. Nice, straight spikes with well placed florets. Petals are reflexed, giving added beauty to the flower. **Each 40c; 3 for \$1.00; Doz. \$4.00.**

SALOME—(Bill's Origination) New 1925. Orange buff with buff yellow throat. The color is so entrancing that it is simply irresistible. A primulinus with very wide hood. **Each 25c; 3 for 65c; Doz. \$2.50.**

SCARLET PRINCEPS—(Kunderd) A massive showy spike of large bright scarlet flowers. Many open at a time. A great improvement on the old Princess. Quite well adapted for landscape plantings. Medium size bulbs \$7.00 per 100. **Each 20c; 3 for 50c; Doz. \$2.00; per 100, \$12.00.**

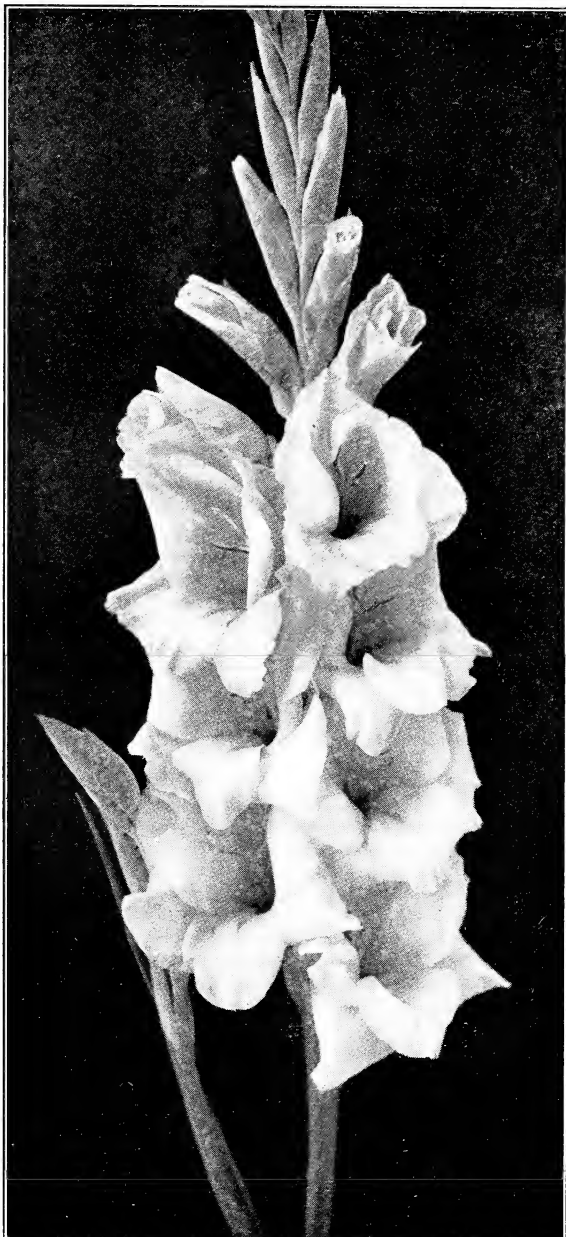
SCHWABEN—Strong grower with heavy spikes of Yellow flowers. The most popular standard yellow. Medium size bulbs \$2.50 per 100. **Each 10c; 3 for 25c; Doz. \$1.00.**

SERRATA

(Bill's Origination)

Wonderful New Gladiolus with Serrated or Notched Petals

SERRATA—This is an entirely new type with the petals serrated or lacinated on the edges. This type first appeared among my seedlings in 1919 and through careful breeding I now have many others to offer in the future. The flowers are of good size and a clear cream color. Besides its unique beauty it is valuable to the breeder for producing others of this same type. Strong, healthy grower, good seed producer and multiplies well. **Each \$10.00**



CLEOPATRA

- SIBYL**—(Bill's Origination) Beautiful large cream flowers with tips of petals flaked mallow pink. Strong grower and many flowers open at a time. Florists bought every flower the past season. SIBYL was awarded First Class Certificate by the American Gladiolus Society in 1924. **Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50**
- SILVER PINK**—(Bill's Origination) (New 1925) Produces tall vigorous spikes with many flowers open at once. A self color, geranium pink with white medial veins. Very Striking! **Each 75c; 3 for \$2.00; Doz. \$7.50**
- SONATA**—(Bill's Origination) New 1925. A robust white slightly flushed very light phlox pink, strong throat lines of aster purple. Usually 6 to 8 well opened flowers of good substance. Long flower head and excellent for florists' trade. **Each 75c; 3 for \$2.00; Doz. \$7.50**
- SONNENBERG**—(Bill's Origination) Named in honor of the wonderful Sonnenberg Estate located in Canandaigua. Massive spikes of creamy pink lightly flaked with lavender pink. The pink shades melt away to a soft yellow in the throat. Magnificent for exhibition or cut flower purposes. Stock limited, only one to a customer. See illustration on page 17. **Each \$10.00**
- SPLENDORRA**—(Kunderd) Very dark variety, almost wine black. Unusual and very attractive. **Each 25c; 3 for 65c; Doz. \$2.50**
- SPRING MAID**—(Bill's Origination) Geranium pink with large striking creamy center. Triple lines of oxblood red in the throat. A beauty and a winner. **Each 25c; 3 for 65c; Doz. \$2.50**
- STANLEY**—(Bill's Origination) A shrimp pink Primulinus Hybrid shaded to Naples yellow in the throat. One of the tall growers opening many medium size flowers at once making it excellent as a cut flower. **Each 15c; 3 for 40c; Doz. \$1.50; per 100, \$11.25**
- STARLIGHT**—(Bill's Origination) Early, extra strong Primulinus hybrid. Wonderful strong spikes of ruffled cream flowers with radiant lines of pomegranite on wax yellow throat. Extra prolific, often giving three and four stalks from one bulb. STARLIGHT received a Special Award of Merit by the A.G.S. in 1924. See illustration on page 11. **Each 75c; 3 for \$2.00; Doz. 7.50**
- TAJ MAHAL**—(Bill's Origination) New 1925. One of the most wonderful buildings in India was erected as a memorial to the Princess Taj Mahal. The style of its architecture is unique and it is constructed entirely of white marble inlaid with mother-of-pearl. A missionary returned from India suggested that we name this new production TAJ MAHAL (Pearl of the World), as its white with the flush of mother-of-pearl was suggestive of the memorial to the Princess. Round blooms, well opened and early. **Each \$2.00; 3 for \$5.00**
- TANGERINE**—(Bill's Origination) Tall, graceful primulinus of good size. Naples yellow heavily flaked with spinel red. A wonderful combination. Rated 90% by Gersdorff. **Each 25c; 3 for 65c; Doz. \$2.50**
- THE ARISTOCRAT**—(Bill's Origination) This is a true Aristocrat among the hundreds of new ones. Large strong massive spikes of most delicate coloring. A pale saffron pink flaked deep orange with cream throat and very distinct violet feather. Slightly ruffled and extra large. Several flowers open at a time. Not over three to a customer. **Each \$10.00; 3 for \$25.00**
- THEDA**—(Bill's Origination) EARLIER THAN HALLEY. GREAT FOR FORCING! Large open flowers, well placed on tall stems. Most delicate Shrimp pink gradually blending to soft Pinard Yellow in the throat with pansy violet lines on lower petals. Retail florists use it for fancy trade. Garden enthusiasts rave over it. Rated 95% as commercial flower by Gersdorff. **Each 50c; 3 for \$1.25; Doz. \$5.00; per 100, \$37.50**
- THE PELICAN**—(Bill's Origination) No one can appreciate the peculiarly attractive style of The Pelican, without having seen it. The upper central petal resembles a pelican's pouch inverted. The other two upper petals stand well apart while the three lower petals are small. The type is entirely new and extremely pleasing. Color is jasper pink spread over a background of Chatenay pink. Two lower central petals are Naples Yellow. Rated 90% by Gersdorff. **Each 40c; 3 for \$1.00; Doz. \$4.00**
- TRIUMPHO**—(Bill's Origination) New 1925. Light marguerite yellow shaded to primrose yellow in the center. Hooded and winged, neat ruffle, 8 flowers opening at once. Strong, straight spikes. **Each \$1.00; 3 for \$2.50**
- TROJANA**—(Bill's Origination) Large open flowers of soft geranium pink daintily flaked with begonia rose. Bright scarlet lines on pale yellow throat. Strong, vigorous grower and excellent cut flower variety. One of 12 varieties winning John C. Davis Cup in 1923. **Each 35c; 3 for 90c; Doz. \$3.50; per 100, \$26.25**
- VANITY**—(Bill's Origination) See illustration and description on page 16.
- VENUS**—(Bill's Origination) Tall, vigorous, large creamy flowers, overlaid with a flush of pink. Soft and delicate shades. Not over three to a customer. **Each \$1.00; 3 for \$2.50**
- VIOLET GLORY**—(Kunderd) (Ruffled) A big, strong, sturdy ruffled violet blue. One of the best ruffled varieties. **Each 30c; 3 for 80c; Doz. \$3.00**

- VICTOR**—(Bill's Origination) (Ruffled) One of the largest ruffled varieties. A beautiful cream yellow with heavy ruby central lines. Tall vigorous and extra fine. Exhibition variety. See illustration on page 10. **Each \$1.50; 3 for \$4.00; Doz. \$15.00**
- VON SION**—(Bill's Origination) A pure deep yellow with bronze throat lines. Color similar to Von Sion narcissus. Slight frill on petals. Short growth and medium size flowers make it useful for landscape work. Medium size bulbs \$10.00 per 100. **Each 25c; 3 for 65c; Doz. \$2.50**
- WAR**—(Groff) The recognized standard late dark red. Very popular for many years. **Each 10c; 3 for 25c; Doz. \$1.00; per 100, \$7.00**
- WARRIOR**—(Bill's Origination) Deep velvet maroon with yellow medial dashes. Robust and strong with large well expanded blooms. Planted in May it does not bloom until late September. Unequalled for an extra late dark red. Rated 97% by Gersdorff. **Each \$2.00; 3 for \$5.00; Doz. \$20.00**
- WENDY**—(Bill's Origination) (New 1925) A neat little primulinus named for Wendy of "Peter Pan" fame. Very early, hooded, winged and frilled. Opens several delicate flesh flowers shaded to martius yellow in center. Fine for artistic house decoration. **Each 20c; 3 for 50c; Doz. \$2.00**
- YANKEE BOY and GIRL**—(Bill's Origination) The two Yankees are quite similar except that the girl is better looking. Both are a rich, velvety fiery scarlet. Good size flowers with pointed petals. Yankee Girl is shaded lighter at the petal tips and has a slight ruffle. Sold only in pairs. **One of each 65c; 3 of each \$1.75; Doz. of each \$6.00**
- ZEALOT**—(Bill's Origination) (Prim) A velvet scarlet with yellow medial dashes in center. Very striking and attracts much attention. Try it! **Each 25c; 3 for 65c; Doz. \$2.50**
- GLORIOUS MIXTURE**—This is all colors and types. Bulbs of many high priced varieties are included. In lots of 100 we guarantee to send at least 20 varieties. **25 bulbs, \$1.00; 100 bulbs, \$3.50**
- PRIMULINUS MIXTURE**—All the soft delicate shades of the beautiful dainty Primulinus type. Mixture contains many of the best varieties grown. **25 bulbs, \$1.00; 100 bulbs, \$3.50**

SPECIAL DISCOUNTS

If your order amounts to \$10.00 or more, you are entitled to the following reductions:

For \$10.00 cash, you may order \$11.00 worth of bulbs

" 15.00	" " " "	17.00	" " "
" 25.00	" " " "	29.00	" " "
" 50.00	" " " "	60.00	" " "
" 75.00	" " " "	90.00	" " "
" 100.00	" " " "	125.00	" " "

STANDARD PACKAGE FOR \$1.00

This box contains 18 varieties our selection, no two alike but not labeled. In making up these boxes we use varieties of which we have a surplus regardless of price. Put up in attractive boxes that make beautiful gifts for Christmas, Easter and Birthday remembrances.

SPECIAL COLLECTION "A" FOR \$2.00

Total value if purchased separately \$2.80

Sixteen varieties all labeled as follows:

Adriatic	Carmine Kid	Gloria	Lemon King
Alice Tiplady	Colleen	Honey Boy	1910 Rose
Arcola	Dante	Hydra	Panama
Cameo	Freckles	Kokomo	Peachblow

SPECIAL COLLECTION "B" FOR \$3.00

Total value if purchased separately \$4.05

Twelve Varieties all labeled as follows:

Chicadee	Golden Glory	Lucette	The Pelican
Darwin	Herada	Monona	Pippin
Elegant Beauty	Irene	Trojana	Fastidious

SPECIAL COLLECTION "C" FOR \$5.00

Total value if purchased separately \$6.75

Eight Varieties all labeled as follows:

Elaine	Norwalk	Priority	Sibyl
Milady	Opalescent	Prophet	Starlight

STANDARD PACKAGE AND SPECIAL COLLECTIONS NOT SUBJECT TO SPECIAL DISCOUNTS ABOVE



*Loving Cup Donated by Club of
Little Gardens
Won for Finest Display
Rochester, N. Y., 1923*

Our Trophies

WON BY

**Bill's
Originations**

**FOUR
SILVER
CUPS**

AND

**20 Other First
Prize**

AT

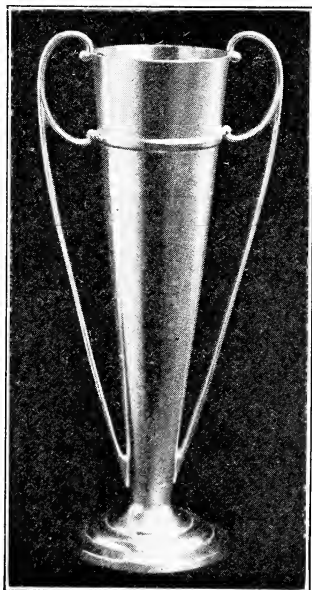
A. G. S. Shows

IN

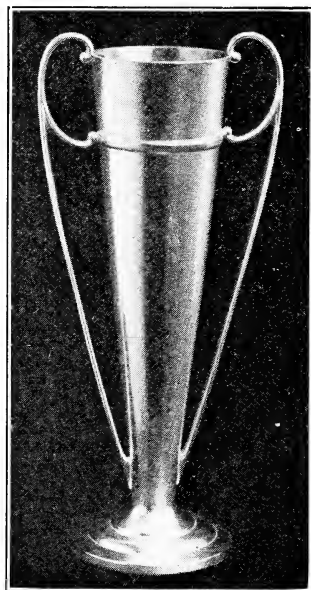
Two Years



*President's Cup
Won for Finest Display
New York City, 1924*



*John C. Davis Cup
Won at Rochester, 1923
for Best Display Varieties
Disseminated Since 1920*



*Harry L. Davis Cup
Won at Rochester, 1923
for Best Display Primulins
Disseminated Since 1920*

CULTURAL DIRECTIONS

Unpack the bulbs as soon as received and keep in a cool dry cellar until ready to plant.

Any good garden soil will answer but do not use any fresh manure in the spring. If fertilizer is required apply barnyard manure the previous fall or use bone meal in the spring.

WHEN TO PLANT: In central New York the best time to plant is from May 1st to 15th, when the weather has become settled. If you are further south plant earlier. A good plan is to plant when Maple trees begin to open their leaves. For later flowers you may plant at various periods up to the 4th of July.

HOW TO PLANT: The general method is to plant in rows anywhere from 1½ feet to 4 feet apart, depending on the method of cultivation to be employed. Dig a trench 5 inches deep and 2 inches wide at the bottom. Place the bulbs on the bottom of the trench, 3 inches to 5 inches apart, and then fill the trench level full with soil. Deep planting and close planting both help the plants to stand erect at blooming time. We never have to tie them to stakes in our fields.

WHERE TO PLANT: They will bloom if planted most anywhere. They will not be at their best if roots from large trees penetrate the ground where they are located. Remember that roots of trees reach out further than the branches. Neither will they be very happy planted against the house or porch. Out in the garden or in special beds is the place where they will flaunt their beauty to perfection. Plenty of air and sunshine makes them strong and sturdy.

WATER: If you wish you may water them in dry seasons but water thoroughly. Dig into the soil after you think they are soaked and if the soil is not wet 5 inches give them still more water. Don't sprinkle a little every evening but give them a thorough soaking and then let them alone for a week.

CULTIVATION: Do it after every rain or watering. Keep the surface loose and don't let the weeds live on the moisture which belongs to the Glads.

DIGGING AND STORING: As the Maples begin to lose their leaves, lift the bulbs, cut the top off close to the bulb and expose to sunshine for two or three days. Then store in a cool dry cellar, 40° is best. In about three weeks you can remove the old bulb and roots with ease. Look your stock over and order more bulbs from "Gladiolus Bill" for next season. Also send him a Christmas bulb order for that friend who admired your flowers.

BLOOMING TIME: Go out in the garden early each morning and see the new ones with the dew on them. The fresh flowers always open early in the morning. The buds never open after noon. If you want them for house decoration cut them in the forenoon when two or more flowers have opened. Put in vases or baskets with fresh cool water. Give fresh water every morning, remove wilted flowers and cut about ½ inch off the stem. Given this care, every bud on the stalk will open in the house. They often last a week or more after they are cut. We hope you will mark the names of varieties when you plant them, so that you can call them by name when you see them. Give them a personality and you will enjoy them twice as much. Before you forget it, select those you like best and send in a new order at once for more of those varieties.

Send the order to

BILL'S GLAD FARMS, Inc.

Originators and Growers of Glorious Glads

Canandaigua, N. Y.

American Gladiolus Society

Become a member of the A. G. S. and receive their Monthly "Bulletin" a 32 page Magazine devoted exclusively to the Gladiolus. Send name, address and \$2.00 to John C. Davis, Sec'y, 77 South Ave., Rochester, N. Y.

